

1968 MERCURY

Thirty-three models
with the fine car touch
... by the makers of
Lincoln Continental

Mercury · Montego
Cyclone · Cougar



1968 Mercury
—with the fine-car touch
from the makers
of Lincoln Continental

Mercury for 1968—cars that look and feel and ride like the fine cars they are! Cars that give you greater worth and solid quality because they are crafted by the same men who make Lincoln Continental. Cars with better

where you look.

Young ideas like exciting, provocative Montegos, featuring Cougar excitement combined with full six-passenger comfort.

Luxurious ideas like the elegant Mercury Brougham, with such



adjustable Twin-Comfort Lounge seats, and the quietest ride this side of Lincoln Continental. Or, if your taste runs to station wagons, select the Colony Park station wagon. If Lincoln Continental were to offer a station wagon, the most luxurious and spacious your

mind could imagine, the Colony Park would be it.

Sporty ideas like four cool new Cougars, including an all-out 7.0-Litre GT•E. Smooth cats, sleek in looks, silken in motion, super in their way of blending hand-tooled European elegance with high-

hearted American performance.

Better ideas to lift your driving to higher levels of comfort and convenience and ease of handling. A wider range of fine-car options and features like AM-FM Stereo Radio, speed control, Whisper-Aire Conditioner, power

front disc brakes, the feel and flavor of leather and wood-grained vinyl interiors, the jewel-like character of appointments—quality, throughout. Mercury for 1968 with 33 models bringing you everything newest and finest from the makers of Lincoln Continental!



From a long line of better ideas,
Mercury's best: Mercury Brougham



Now, from a long heritage of better ideas, comes another "better way to go": Mercury Brougham, from the makers of Lincoln Continental, America's most distinguished motorcar. Marked by distinctive exterior styling touches and attention to detail that sets it apart from other cars, here is passenger pampering, luxurious transportation in two models—4-door hardtop or 4-door sedan. From distinctive front end styling to new formal roofline, the Mercury Brougham truly reflects its fine-car heritage.

impressive car with quiet authority. The ride itself is the finest this side of Lincoln Continental—supremely smooth, superbly comfortable. A wide range of modern options and accessories is available for you to equip your Brougham to your individual requirements. For instance, you may add a significant look of dignity with the optional vinyl-covered Oxford roof. And, of course, everything standard with Park Lane is yours to enjoy in the Mercury Brougham. (See pages 12-13.)





Inside, the fine-car touch is everywhere you look



Complementing its stately exterior is the Mercury Brougham's luxurious passenger compartment. Twin-Comfort Lounge Seats are standard, each individually adjustable (as shown above), each with its own center armrest for the ultimate in personal comfort. Tastefully upholstered with rich Camelot fabric, the Brougham interior surrounds you with deep luxury, typified by jewel-like appointments and the warm, rich tones of wood-grained vinyl. Wide armrests invite you to relax; door assist straps are provided to allow graceful entry and exit. Other fine-car

touches are courtesy lights in the doors, a rear roof pillar light, the wood-toned instrument panel with its Brougham script on the glove box door. To let you travel comfortably in any weather, you may choose an optional Comfort Stream Ventilation and Heating System or a Whisper-Aire Conditioner. Other options to make your Brougham even more luxurious are yours to select from on pages 50-51. And your Brougham is equipped with the complete roster of Ford Motor Company Lifeguard Design Safety Features described on page 53.





**Mercury Marquis:
a uniquely luxurious
2-door hardtop**

Beautifully impressive at rest or in motion, here is a Mercury that lets you know its fine-car heritage in a hurry. You see it in the wide-pillared vinyl-covered Oxford Roof accented by the jeweler-inspired Marquis medallion . . . in the rapier sweep of full-length body stripes . . . in the proud thrust of its massive front grille. Inside, too, you know in a hurry this is truly a unique motorcar . . . in the tailored elegance of its upholstery (either cloth-and-vinyl or all-vinyl trim) . . . in the hand-crafted look of interior appointments. You can enhance the luxury even further, with such desirable options as Twin-Comfort Lounge Seats in front that adjust individually and Whipper-Aire Conditioner. You ride smoothly, silent.



sion. And there are any number of other ways you can personalize your Marquis (check pages 50-51 for a list of fine options).

Standard Marquis equipment includes:

Marauder Super 390 V-8 engine . . . fully synchronized 3-speed manual transmission . . . outside rearview mirror . . . electric clock . . . simulated wood-grain instrument panel . . . 25-gallon cross-country gas tank . . . unique Marquis seat upholstery . . . special exterior ornamentation . . . deep-loop carpeting . . . deluxe wheel covers . . . lower body side molding and five tape stripes . . . Oxford (vinyl-covered) Roof . . . spare tire cover . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features you will find listed on page 53.



PARK LANE 2-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 12-13)



MONTCLAIR 2-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 14-15)



Modern sweptback styling in 2-door hardtops: Monterey . . . Montclair...Park Lane



There's something thoroughbred in the fleet grace and sleek sweep of line that marks a Mercury 2-door hardtop. Something in its luxurious look of power that wins you immediately. This Monterey, for instance, makes luxury a sporting thing, with such fine-car touches as distinctive die-cast roof chevrons, jewel-like taillights, bright trim highlighting windows, wheel lips and curb molding. Sporty in performance, too, with a new 280 horsepower Marauder 390P V-8 standard in both Monterey and Montclair (when teamed with optional Select-Shift Merc-O-Matic transmission). A four-barrel 315 horsepower version of this V-8 is standard in the Park Lane, optional in Monterey and Montclair. And whichever Mercury you choose, an advanced suspension gentles your ride as you relax in foam-cushioned comfort.

Among options you might consider: a bigger engine (up to 428 cubic inches) . . . an AM-FM Stereo Radio . . . front seat headrests . . . Comfort Stream Heating and Ventilation System . . . a rear window defogger. (Complete list is on pages 50-51.)

Standard Monterey equipment includes:

Marauder 390 V-8 . . . Fully synchronized 3-speed manual transmission . . . pleated cloth-and-vinyl interior trim . . . bright trim on windshield and rear window moldings . . . simulated wood-grain instrument panel . . . bright finish curb molding . . . bright wheel-lip moldings . . . color-keyed deep-loop carpeting . . . foam-padded seats . . . courtesy light group (map, glove box, luggage compartment and ashtray lights and parking brake warning light) . . . 25-gallon cross-country fuel tank . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features listed on page 53.



MONTCLAIR 4-DOOR HARDTOP
(STANDARD EQUIPMENT LISTED ON PAGES 14-15)



MONTEREY 4-DOOR HARDTOP



It's a love match, naturally,
whichever of these
Mercury 4-door hardtops



aturally,
rdtops

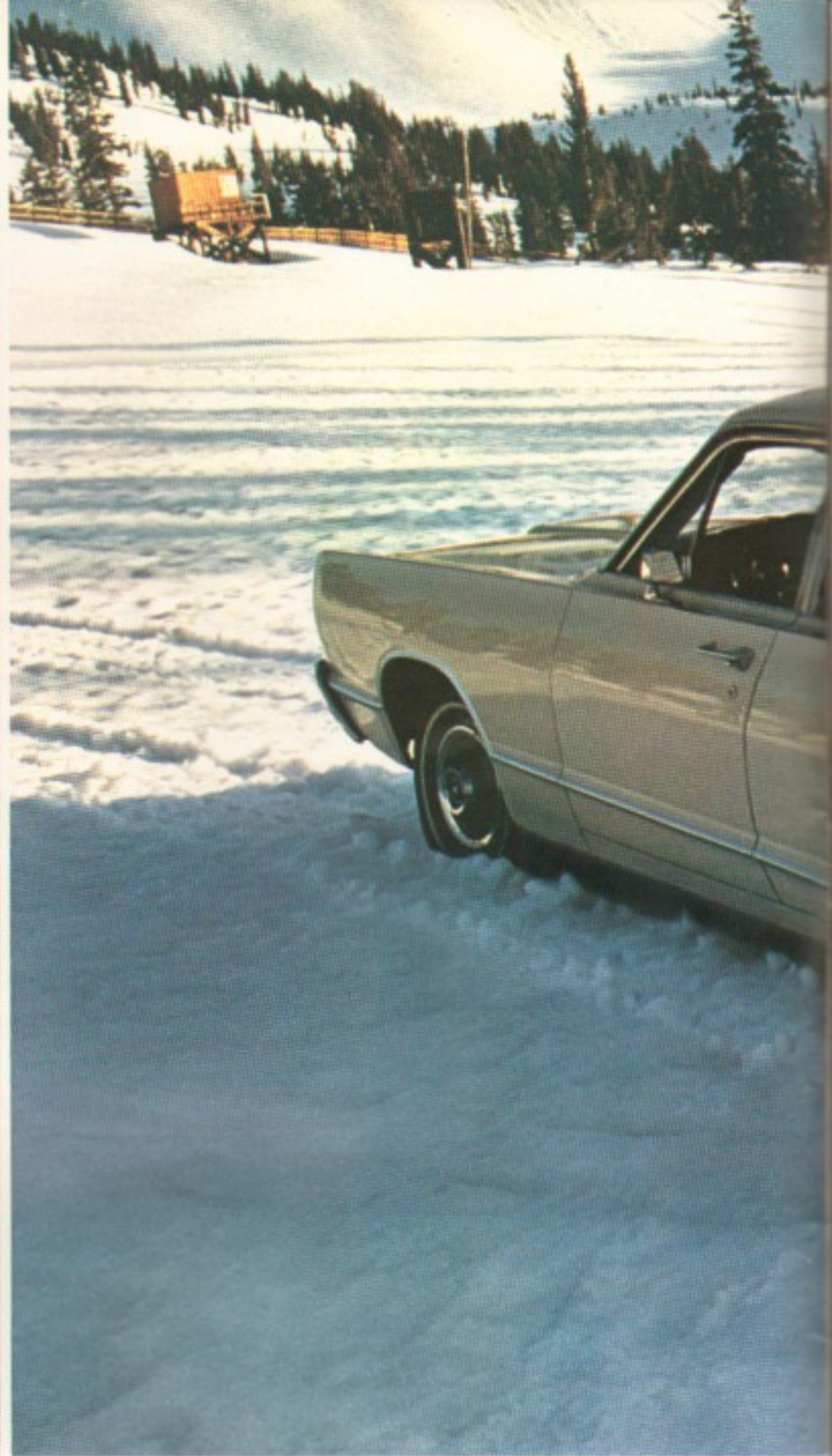
First thing that catches your eye is the spirited Mercury hardtop styling with its bright blend of open-airiness and 4-door convenience. Glance along the sculptured length of the all-new Park Lane shown above. From front fender cloisonné coachmark to distinctive Park Lane plaque near the rear —elegance is evident everywhere. Inside this and other spacious Mercury 4-door hardtops, the warmth of simulated walnut accents instrument panel design, setting off the fine-car touch of all-vinyl or superbly tailored cloth-

and-vinyl interiors. Sound insulation is lavishly used to give you a remarkably hushed ride. A 315-hp, Marauder Super 390 V-8 is standard Park Lane power to give you silken performance befitting its elegance. And you may add such fine options as Comfort Stream Ventilation and Combination AM Radio/Stereo-Sonic Tape System. (Other options can be selected from the listing on pages 50-51.) *Standard Park Lane equipment includes:*

Marauder Super 390 V-8 engine . . . fully synchronized 3-speed

transmission . . . deluxe steering wheel . . . simulated wood-grain applique on instrument panel . . . spare tire cover . . . rear seat center armrest . . . Park Lane script on glove-box door, plaque on rear fender . . . automatic parking brake release (when equipped with Select-Shift Merc-O-Matic) . . . bright aluminum seat side shields . . . lower body side molding with simulated wood-grain inserts . . . deluxe wheel covers . . . and the list of Ford Motor Company Life-guard Design Safety Features on page 53.





PARK LANE 4-DOOR SEDAN
(STANDARD EQUIPMENT LISTED ON PAGES 12-13)



If you like to travel relaxed, stretched out, surrounded by deep luxury in nerve-soothing, road-smoothing silence as you go—then a Mercury 4-door sedan is your ticket. You travel in high style, too, as evidenced by the fine-car look of the Montclair sedan shown above, with deluxe wheel covers, electric clock, interior trim of cloth-and-vinyl or all-vinyl and padded roof rails as standard equipment. Rear roof pillar lights and rear door courtesy light switch are also

standard with Montclair. Power to make tracks almost anywhere is delivered by a big new 265-hp Marauder V-8 or you can choose the 280-hp V-8 with optional Select-Shift Merc-O-Matic transmission. You may also select optional Breezeway Ventilation which permits the rear window to lower two inches (shown above) for flow-through ventilation with side windows closed. Additional fine-car touches: nylon carpeting, spacious luggage compartment,

foam-padded seat cushions. Add personal touches from the list of fine options on pages 50-51.

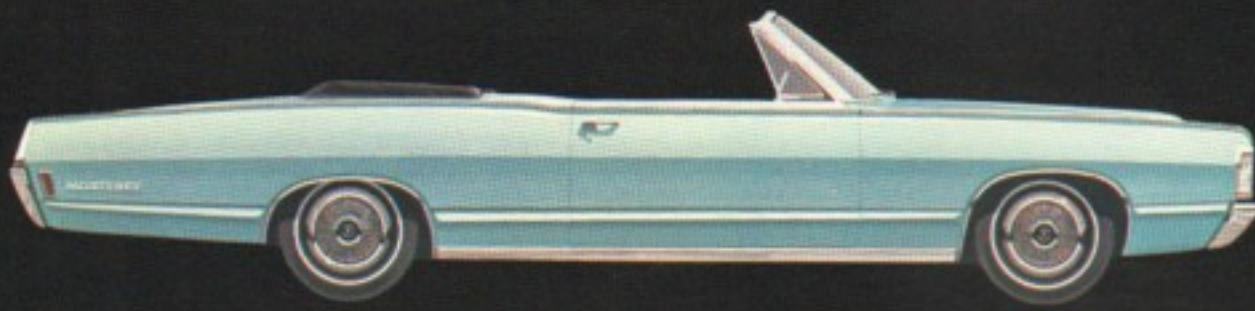
Standard Montclair equipment:

Marauder 265-hp 390 V-8 engine . . . fully synchronized, 3-speed manual transmission . . . front-seat shoulder belts and seat belts, front and rear . . . electric clock . . . deluxe wheel covers . . . bright-finish wheel-cut moldings . . . reversible keys and keyless door locking . . . suspended pedals . . .



courtesy light group (map, luggage compartment, ashtray and glove box lights and parking brake warning light) . . . and the full package of Ford Motor Company Lifeguard Design Safety Features as described on page 53.

Choose one of these three Mercury 4-door sedans and make beautiful tracks anywhere



MONTEREY CONVERTIBLE
SHOWN UPPER LEFT;
PARK LANE SHOWN
ABOVE AND UPPER RIGHT



**Choose your brand of
Mercury convertible and
kick up your heels
in the wide open spaces**



Topless under the sun, tuned in to wind and sky, you'll cut a pretty caper in your Park Lane or Monterey convertible. Here are lean-muscled good looks that will make you feel tall in the saddle every mile you drive. The snug, tailored top has a tempered glass rear window that resists scratches

and doesn't need to be unzipped when you lower the top. Pony-swift power is delivered by the new Marauder 390 V-8 (twin-barreled for Monterey; a four-barrel carburetor for Park Lane). Rugged all-vinyl upholstery is standard in both models. Wide armrests have integral squeeze-type door handles,

typical of many fine-car touches you'll find in Mercury for '68. Both models include all Ford Motor Company Lifeguard Design Safety Features listed on page 53. Park Lane standard equipment listed on pages 12-13; Monterey, pages 10-11. A wide selection of fine options is covered on pages 50-51.





Better ideas are all around you inside Mercury for '68...

Fine appointments—the kind you would expect from the makers of Lincoln Continental—surround you inside every 1968 Mercury, as typified in the Mercury Park Lane and Mercury Marquis interiors shown. Little touches, like new

resistant vinyl. Like fashionable box pleats in the Marquis and the elegant Marquis crest on door trim panels and seats. Like wide armrests on the doors and rear seat center armrests for added comfort. The warmth of simulated walnut



Optional Twin-Comfort Lounge seats on Mercury Park Lane or Marquis are individually adjustable, power-operated if you like. The deluxe steering wheel, with simulated wood grain, is standard on both Park Lane and Marquis. And there's deep-loop, color-keyed nylon carpeting underfoot in each model—wall to wall. Illustrations show an all-vinyl in-

terior (shown upper left) in a Park Lane convertible; cloth-and-vinyl interior in a Park Lane 4-door sedan at lower left. Deep-padded box pleats are shown in the Mercury Marquis cloth-and-vinyl interior on the right-hand page. If you prefer, an all-vinyl interior is also available in the Mercury Marquis at no additional cost.



...with fine-car touches in every detail

The rich good looks of Mercury exteriors only hint at what's waiting inside: interior decor and appointments in an advanced state of luxury. Meticulous attention to fine-car details is demonstrated in the richly pleated patterns of the standard Monterey cloth-and-vinyl interior.